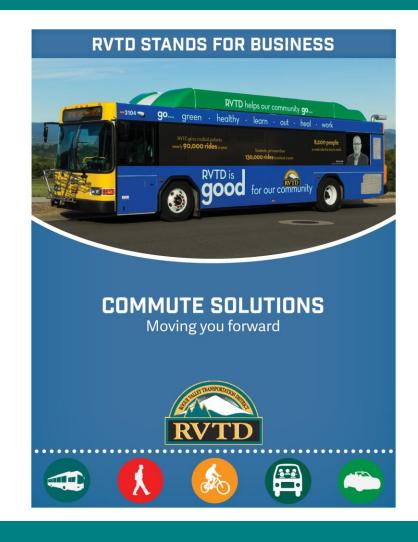
Pass Program Partnerships at RVTD



Group Bus Pass Programs

- Fare Share: Larger organizations, shared cost among organization and participant
 - \$0.45/month/participant (Participating Organization Cost)
 - \$10/month (Participant Cost)
- **U-Pass:** Smaller organizations, entire cost of pass for all participants is paid for by participating organization.
 - \$3.85/month/participant





Our Programs and Partners

- 12 Employers/Organizations in Group Bus Pass Program
 - University/Community College
 - Small Employers-Large Employers
 - High Schools
 - School Based Programs
 - Low Income Housing and Self Sufficiency Programs
- Each program has their own opportunities, challenges, barriers.
 - Staff Capacity
 - Varying levels of support from RVTD















Importance of Group Bus Pass Programs to RVTD

- Benefits for Agency, Partner, Participants
 - Serve larger organizations and targeted populations with more efficiency
 - Discounted passes for participants
- Attract new riders, increase transit usage
- Programs use TouchPass, E-fare Technology



Housing Authority of Jackson County



- Low Income housing provider (HUD Recipient)
- Programs with 10 properties
 - Adjacent to transit routes
 - 1/3 of Jackson County properties under contract
- Resident Services Department
 - Programs/Services to increase self-sufficiency of residents



Housing Authority Of Jackson County



- Unique Partnership and Barriers
 - Property funding restrictions
 - Rent revenue heavily regulated
 - Resident Services Budget part of original property proposal – Bus Pass Program must be included!
- Work with HAJC over years
 - Development Planning and Transit Planning
 - Stronger relationship!



HAJC: Marketing and Administration



- Build Capacity at HAJC
 - Trainings with Property Managers
 - Work throughout the year
 - Communication
- Low Ridership: Mini Individualized Marketing Program

Low RVTD Staff Time



Harry & David



- Recent Program Partner-FareShare
 - Past programs
 - Corporate
- Largest employer in Jackson County
 - Seasonal employer
 - 1,500 to 7,500 employees
 - Low income workforce

Harry & David



 Tool for Employee Retention and Benefit

- Marketing and Outreach
 - Attract new employees
 - HR Marketing Duties Buy In from Harry & David

Increased participation and usage!



Southern Oregon University



- Drive Less Connect: SOU
 - 2014-15 Academic Year
 - Individualized Marketing Program
 - Promote Transportation Options
- Bus Pass Return in 2013
- 118% Increase in Student Ridership!
 - 22% Increase in Sales
- Continued Relationship
 - Student TO Coordinator
 - E-fare Data Usage for Campus Planning



Who We Work With

- Resident Service Coordinator
- Employment Manager
- School Programs Supervisor
- Director of Public Safety
- Lead Accountant
- Office Manager
- Associate Director of Student Life
- They are Employee Transportation Coordinators they just don't know it!

Enhancing Partnerships



- Build Program Capacity
 - Admin
 - Marketing
 - Problem Solving
- Short and Long Term Benefits

 Partnerships can take time to develop, but they really pay off!

Thank You!

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